



FARNBOROUGH, HAMPSHIRE



Retail and Leisure opportunities in the centre of a thriving commuter town



NATIONAL ANCHORS. EVERYDAY SHOPPING.

Princes Mead sits in the centre of Farnborough, directly alongside an 85,000 sq ft Asda and linking the town centre retail circuit with the surrounding retail warehouse parks – creating a natural flow of shoppers through the centre every day.

- National operators in Princes Mead include **Boots, JD Sports, Sports Direct, TG Jones, Clarks, Decathlon and Smyths Toys.**
- Recent lease regears completed with **Holland & Barrett, Specsavers, Costa, Burger King**
- Shoppers here are **regular, repeat visitors** – driven by convenience, everyday retail and essential services.


3 MILLION
FOOTFALL


55 MINS
AVERAGE DWELL TIME

A MAJOR SOUTH EAST COMMUTER HUB

Farnborough occupies a distinctive place in Hampshire – **internationally recognised** as the birthplace of British aviation, it's now firmly established as a centre for technology and innovation.

Located **34 miles south west** of London, with direct access to the M3 at Junction 4 and fast rail connections to Waterloo, the town combines strong connectivity with an established residential community.

The town's character **reflects its heritage.** Historic architecture sits alongside modern aerospace and technology businesses, while the town centre blends national retail, independent operators and long-standing market traditions.



- Every two years, the International Airshow places Farnborough firmly on the global stage.



Practical,
affordable town
centre space with
consistent daily
footfall

PRINCES MEAD • FARNBOROUGH



LOCATION.

Farnborough is a commuter town located in north east Hampshire – 34 miles south west of London and 16 miles east of Basingstoke.

Princes Mead Shopping Centre is situated in the heart of the town centre with 263 car park spaces . The town’s accessibility to London by both road and rail makes it an attractive residential and commercial location.




15 MILES
 TO THE M25


2 MILES
 TO M3 J4 & J4A

23 MILES
 TO HEATHROW



40 MINS
 TO WATERLOO



EXCELLENT RAIL CONNECTIONS AND DIRECT ACCESS TO THE WIDER MOTORWAY NETWORK



Newly created town centre space – The Landing

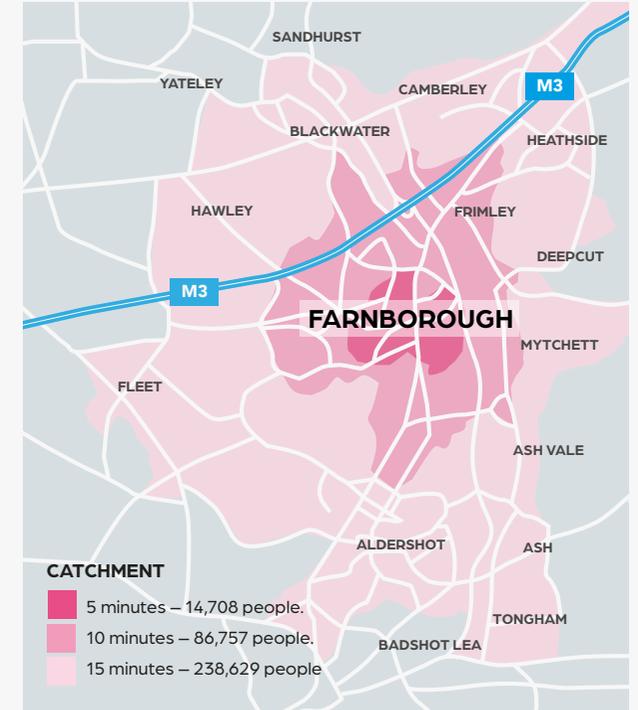
A TOWN CENTRE MOVING FORWARD

- Farnborough is entering a new phase as local government transitions into a larger Unitary authority across Hampshire – a move **designed to strengthen strategic investment** and accelerate long-term regeneration priorities.
- Rushmoor Borough Council has already **completed The Landing**, a new town centre space designed for events, leisure and community activity, creating a stronger focal point and increased dwell time.
- Operator confidence remains strong. **National café-bar brand Loungers opens later this year**, having long sought representation in the town.

LOYAL. LOCAL. AFFLUENT.

Farnborough has a strong commuter profile and a significant professional workforce, supported by Farnborough Airport, aerospace & technology employers and Cody Technology Park.

- Princes Mead serves an **affluent catchment** of c. 239,000 people within a 15-minute drive.
- Household comparison goods spend of £9,974 – **50% above** the GB average.
- The level of car ownership is significantly above average, with **75% of people within the 15 minute catchment owning 1-2 cars**, compared to the GB average of 66%.



64%

AB/C1 demographic in catchment



50%

household comparison goods spend above UK average



239,000

core catchment within 15 minute drive



CGi - for illustration purposes only

REINVESTING IN PRINCES MEAD



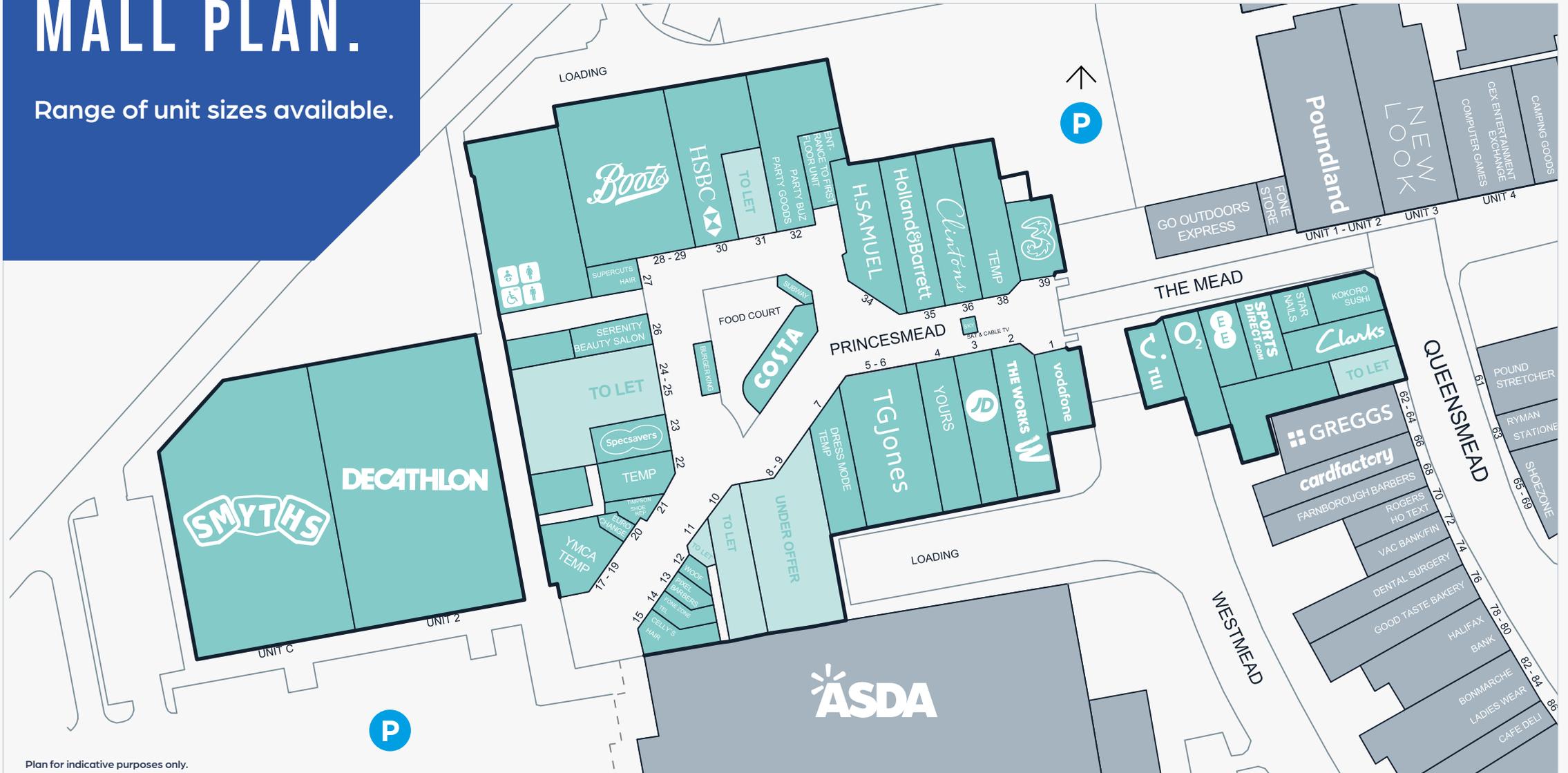
A new asset management strategy is being implemented to reinforce Princes Mead's position as **Farnborough's dominant covered retail pitch.**



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MALL PLAN.

Range of unit sizes available.



Plan for indicative purposes only.



FIND OUT MORE.



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Asset Management

NEW RIVER



Princes Mead SHOPPING

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